

Main Street Owatonna / Wayfinding Design Development / Rnd 2 / 05-23-2016



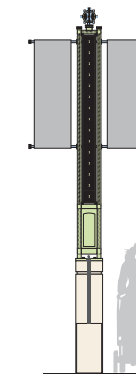
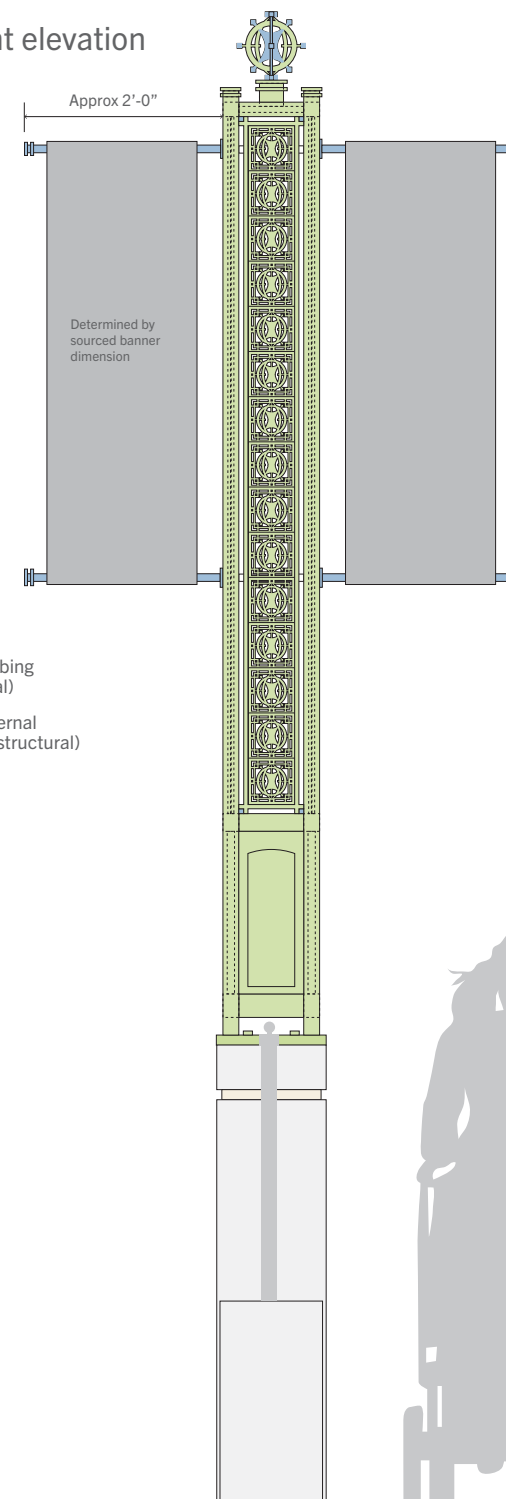
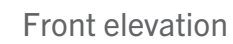
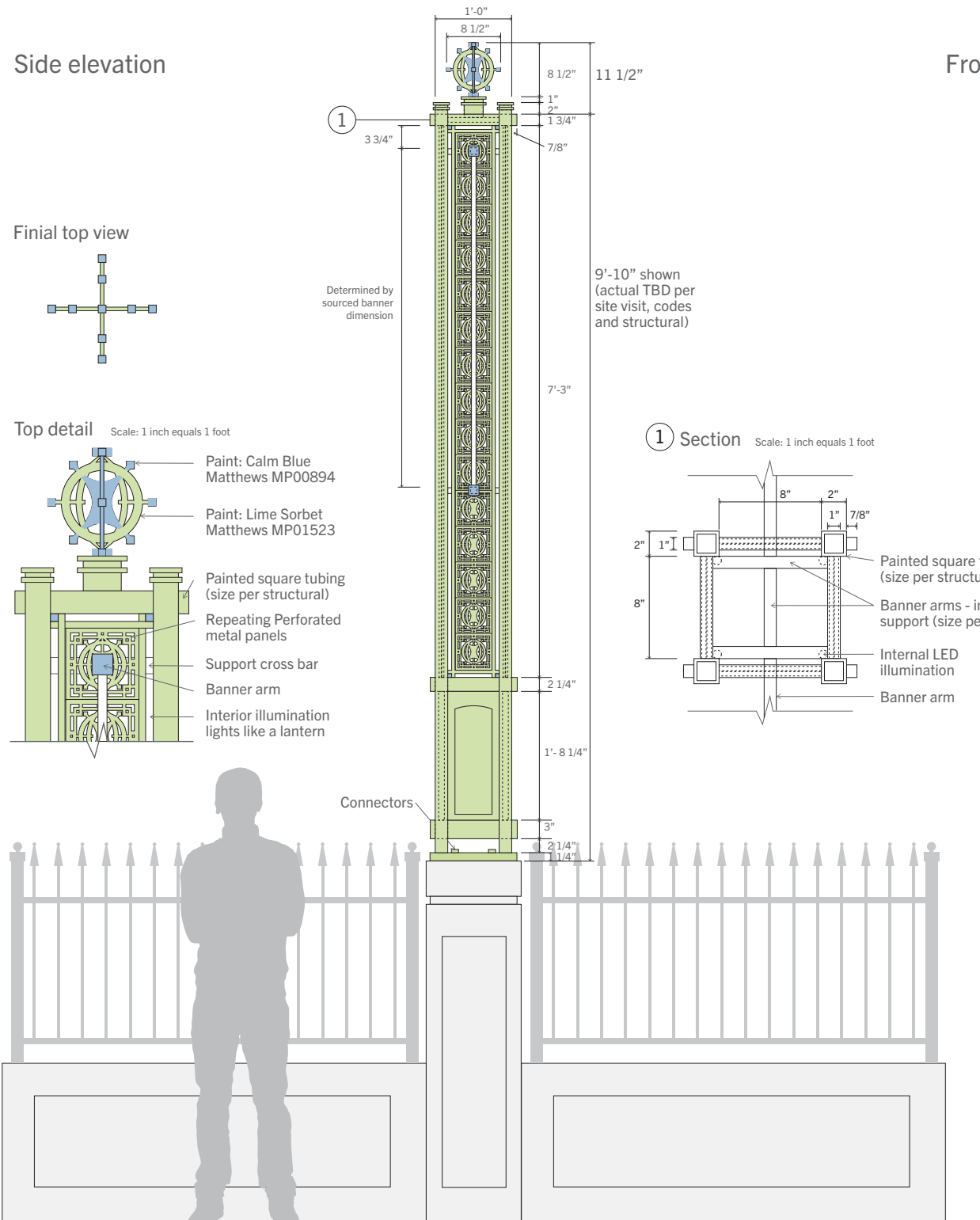
Bridge Street - Bridge Gateway/Boundary Markers

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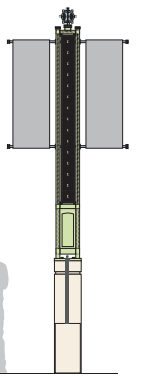


+ Tom Ososki

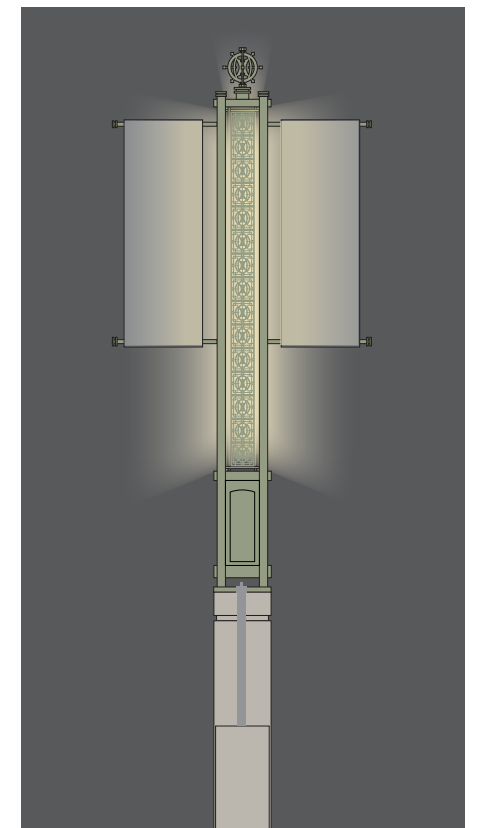
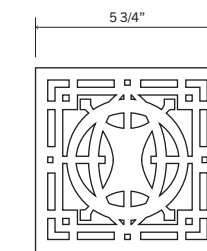
Gateway pillars mark downtown boundaries, indicate to visitors that they are on the right path and introduces the downtown wayfinding system. Integral banners should be used to publicize downtown events and messages to communicate that it is a vibrant place.



NOTE: sheet sizes and specifications are not final. Final sizes and structural specifications to be determined by site visit and per structural/code requirements.



Pillars appear on both sides of bridge, or 4 total pillars.



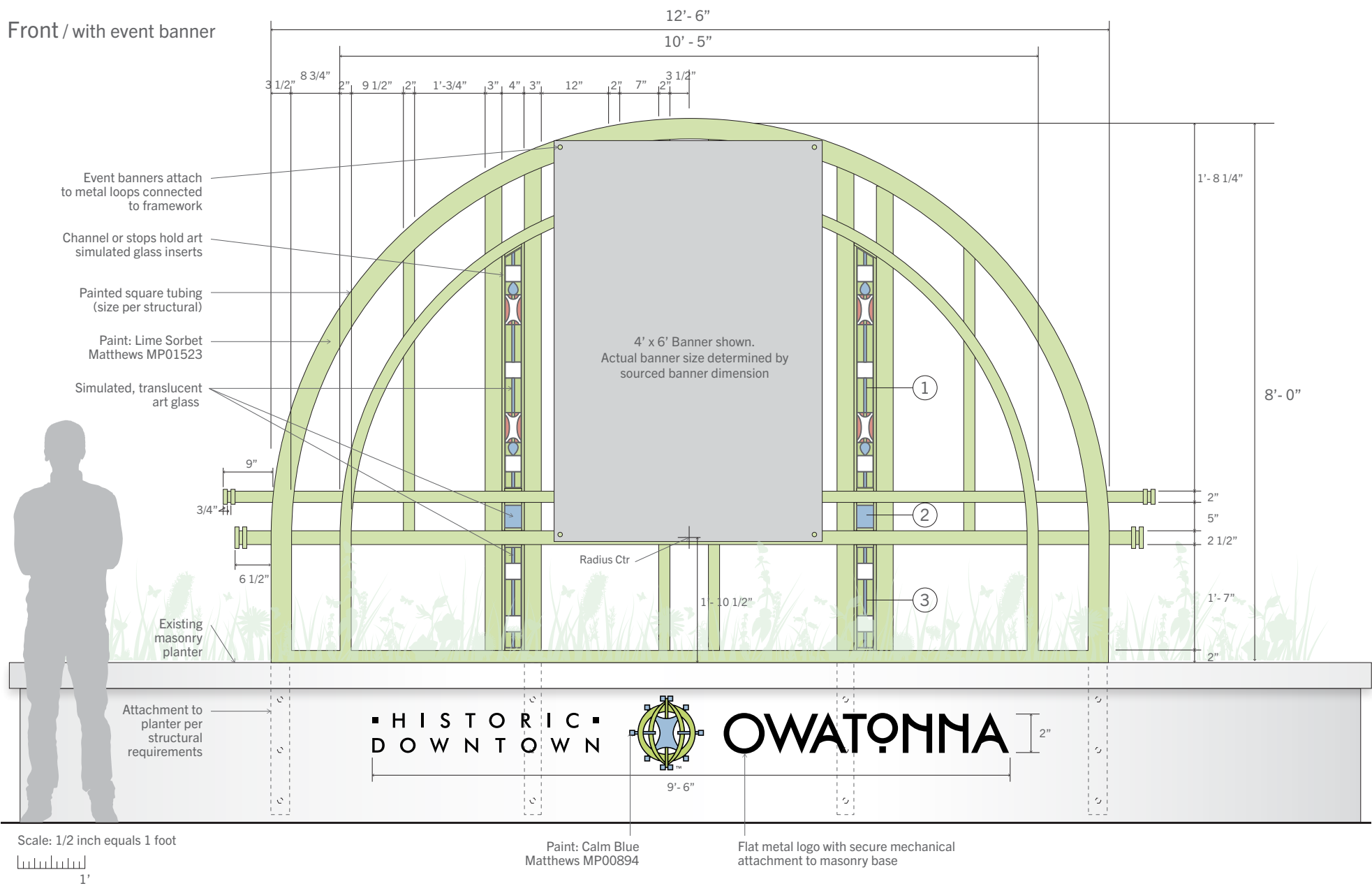
Night view

Scale: 1/2 inch equals 1 foot



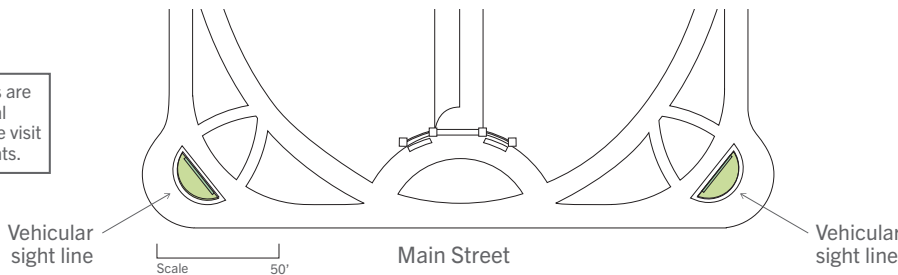
Central Park - Corner Planters Trellises

Stylized planter trellises mark corner boundaries of Central Park, a visual cue that the park is the primary starting place. The visibility of these corner locations also make it the ideal place to post event posters.

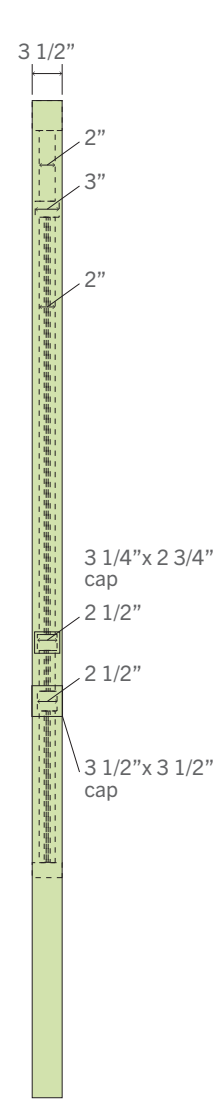


NOTE: sheet sizes and specifications are not final. Final sizes and structural specifications to be determined by site visit and per structural/code requirements.

Corner planter locations



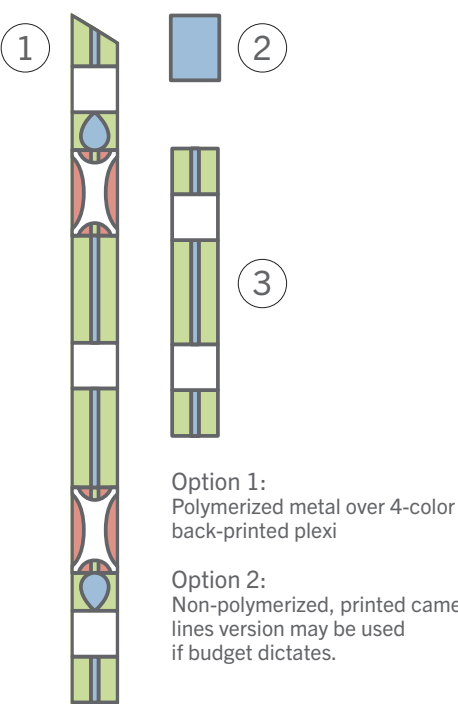
Side



Without banner



Simulated art glass detail



Central Park - Primary Destination Icon

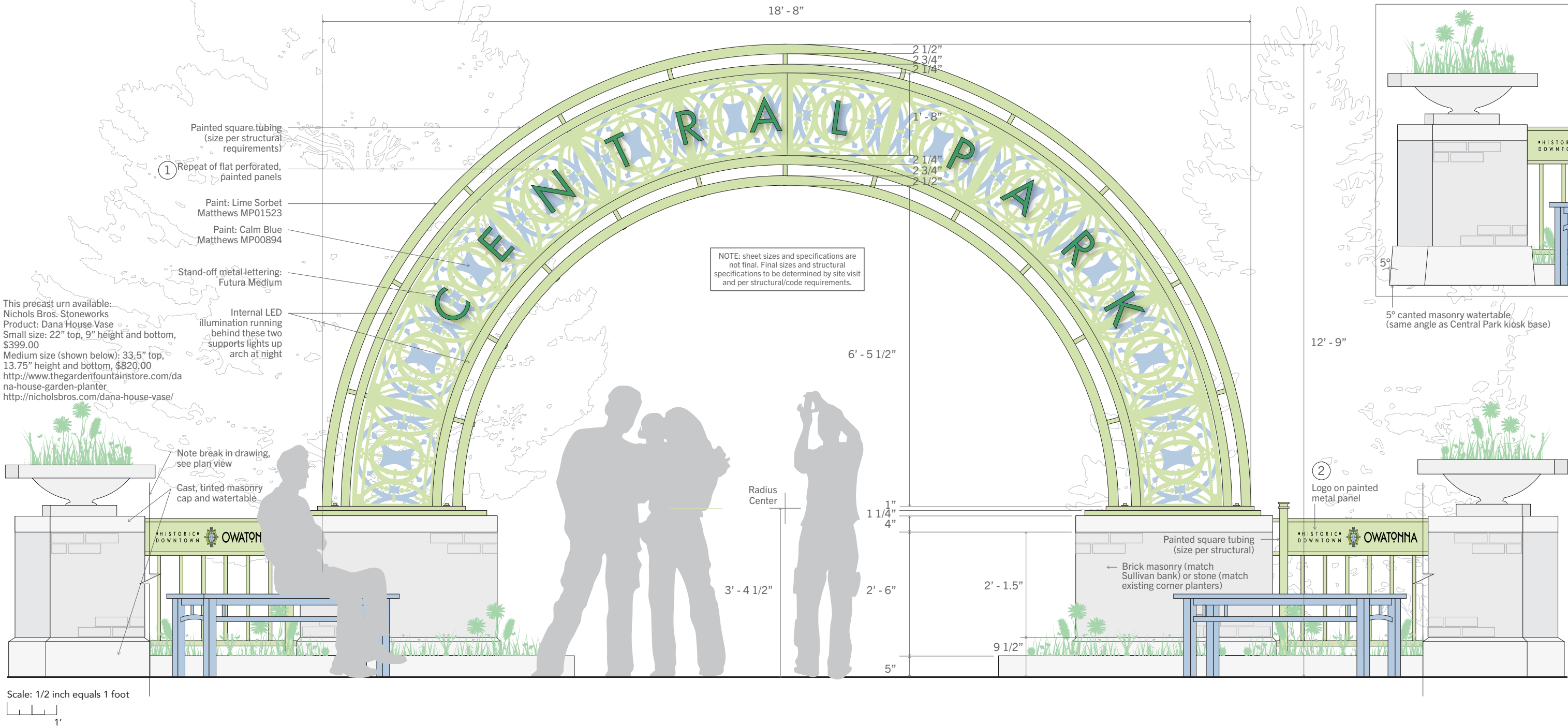
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+ Tom Ososki

This dramatic arch welcomes visitors and marks Central Park as the primary visitor starting place. The Arch also serves as an iconic backdrop for photos, weddings and social media “selfies”. The design is inspired by downtown’s many door and window archways.

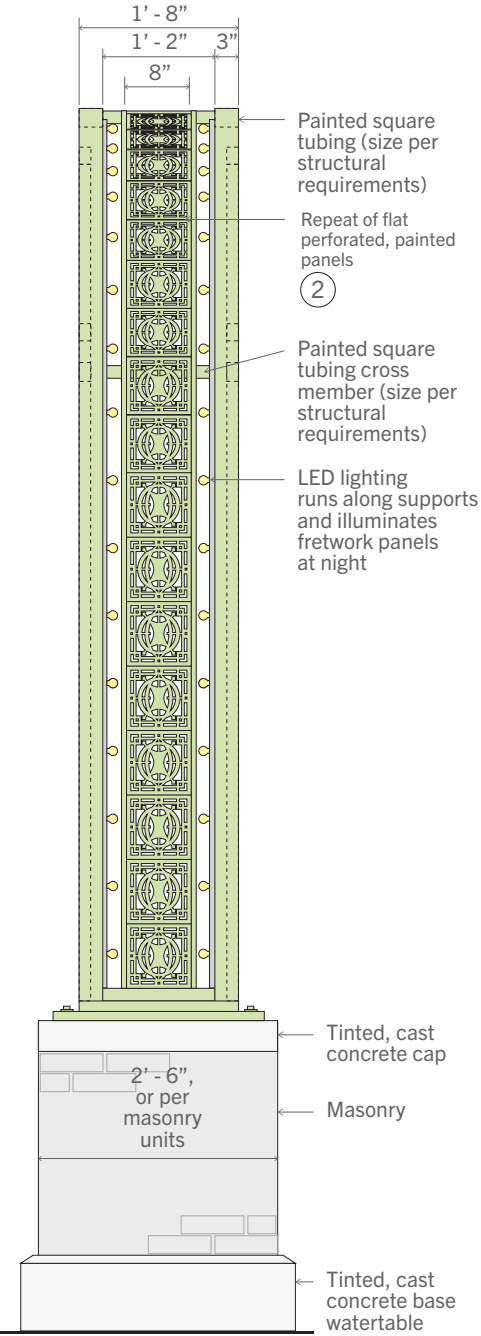
Front elevation



Central Park - Primary Destination Icon, Cont'd

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Side elevation of arch

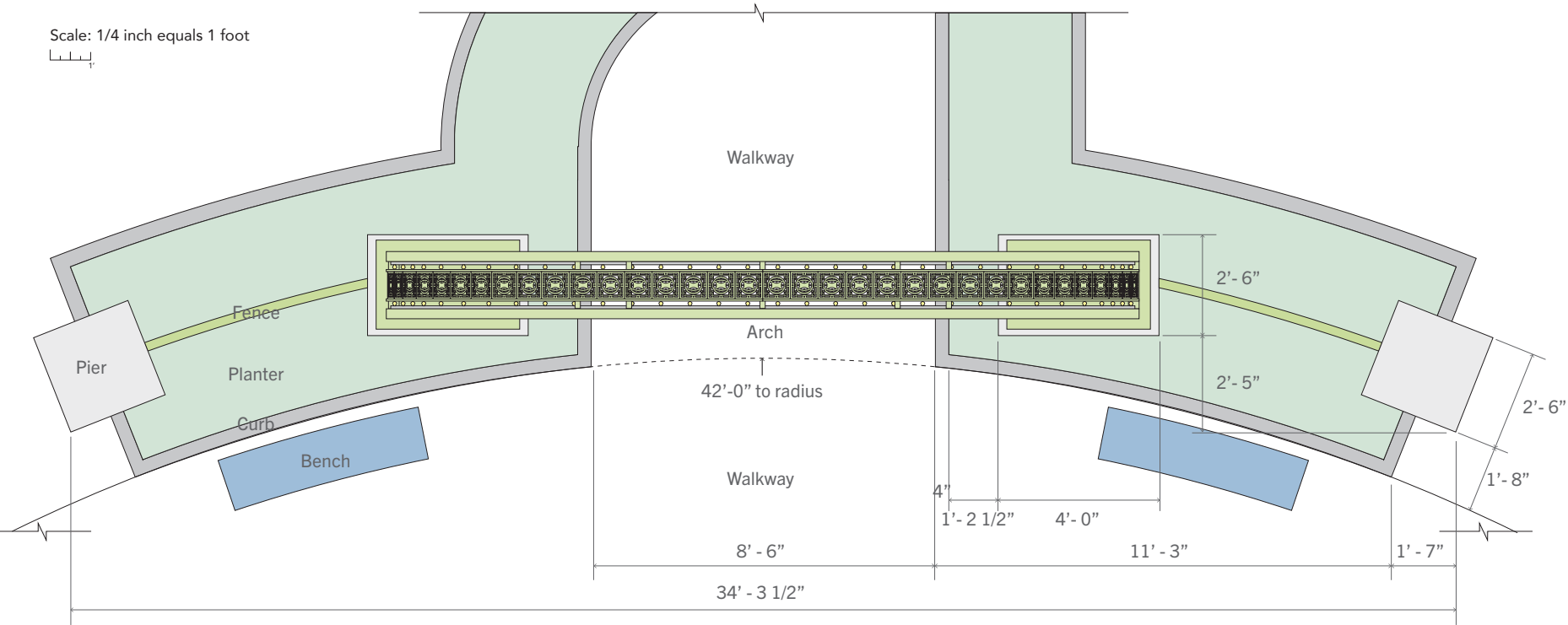


Scale: 1/2 inch equals 1 foot

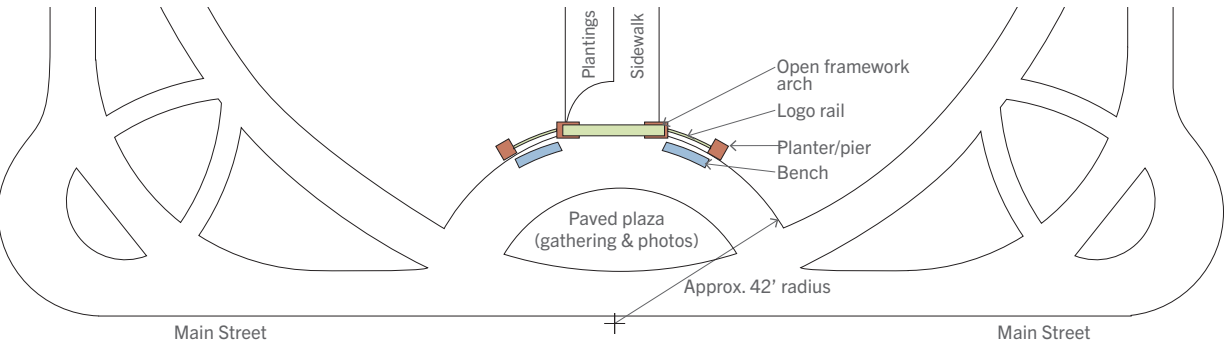


Plan view

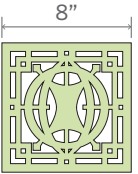
Scale: 1/4 inch equals 1 foot



Location View

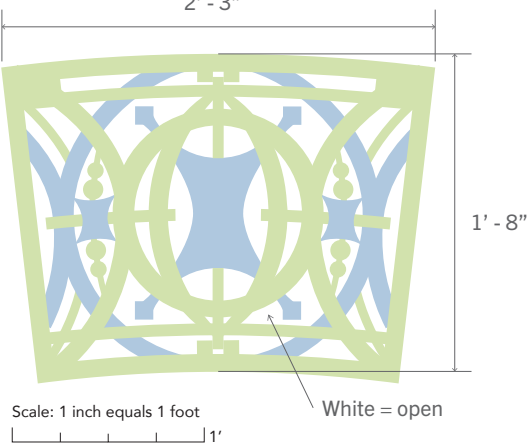


Detail of perforated panel

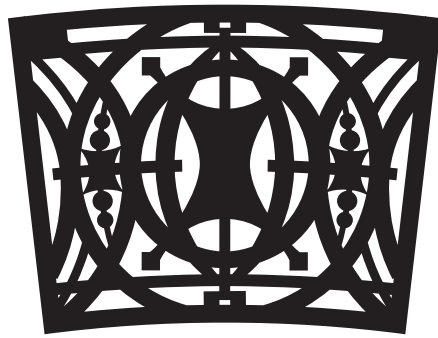


Detail of perforated panel

Paint scheme 2' - 3"



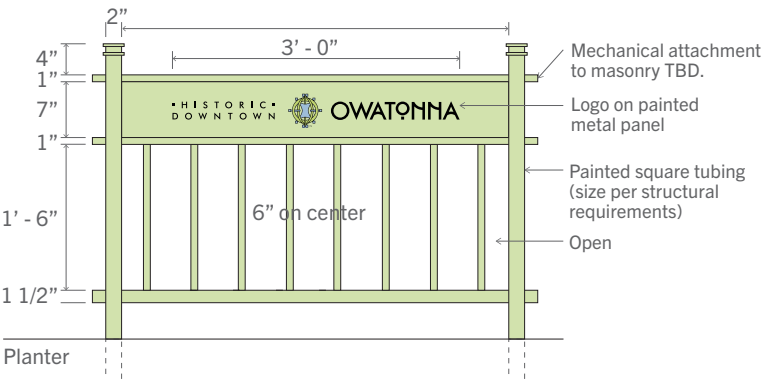
Artwork



Rough composite image showing location (does not show arch/masonry depth)



Fence detail

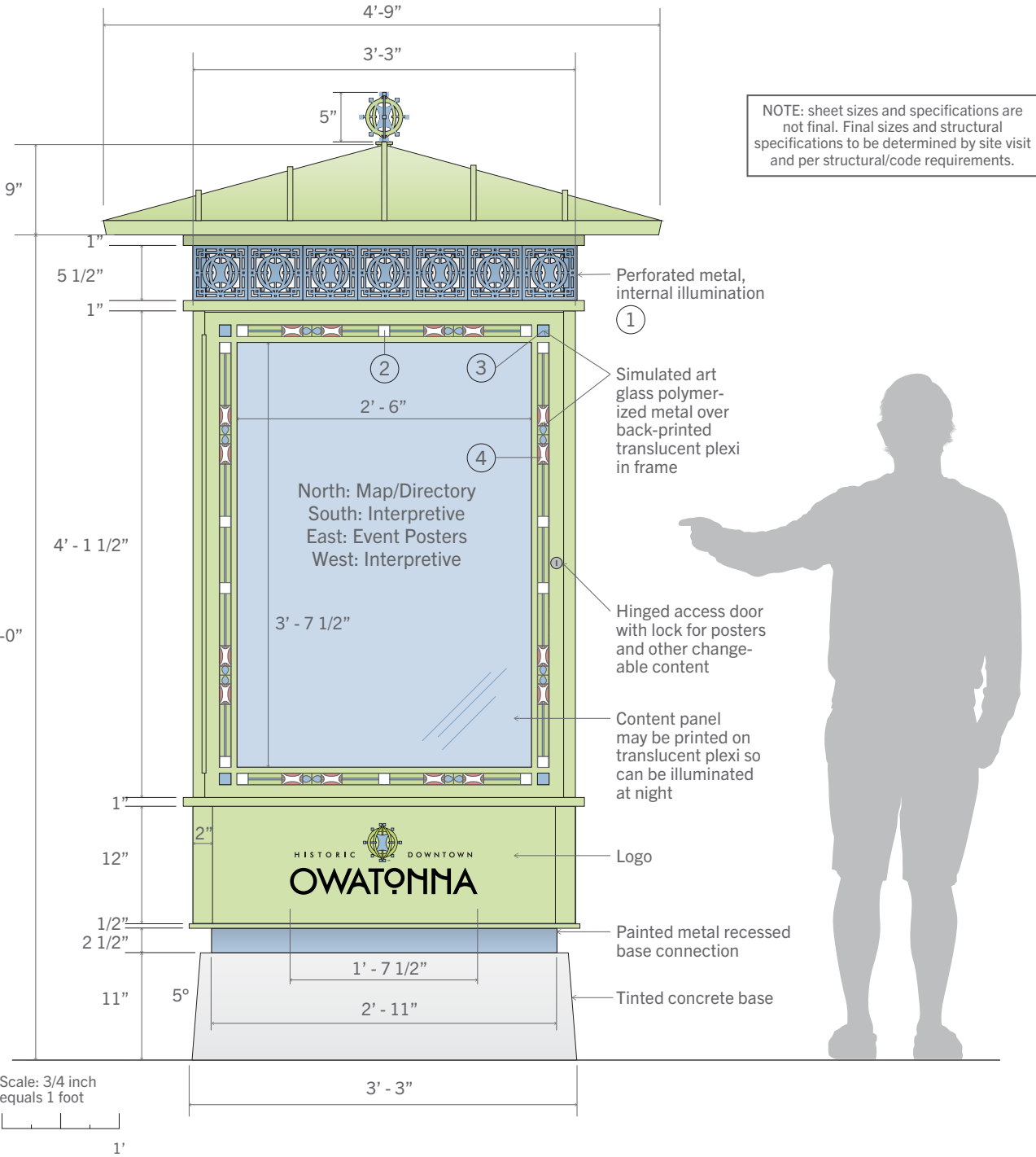


NOTE: sheet sizes and specifications are not final. Final sizes and structural specifications to be determined by site visit and per structural/code requirements.

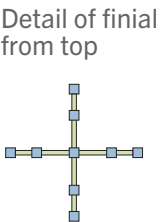
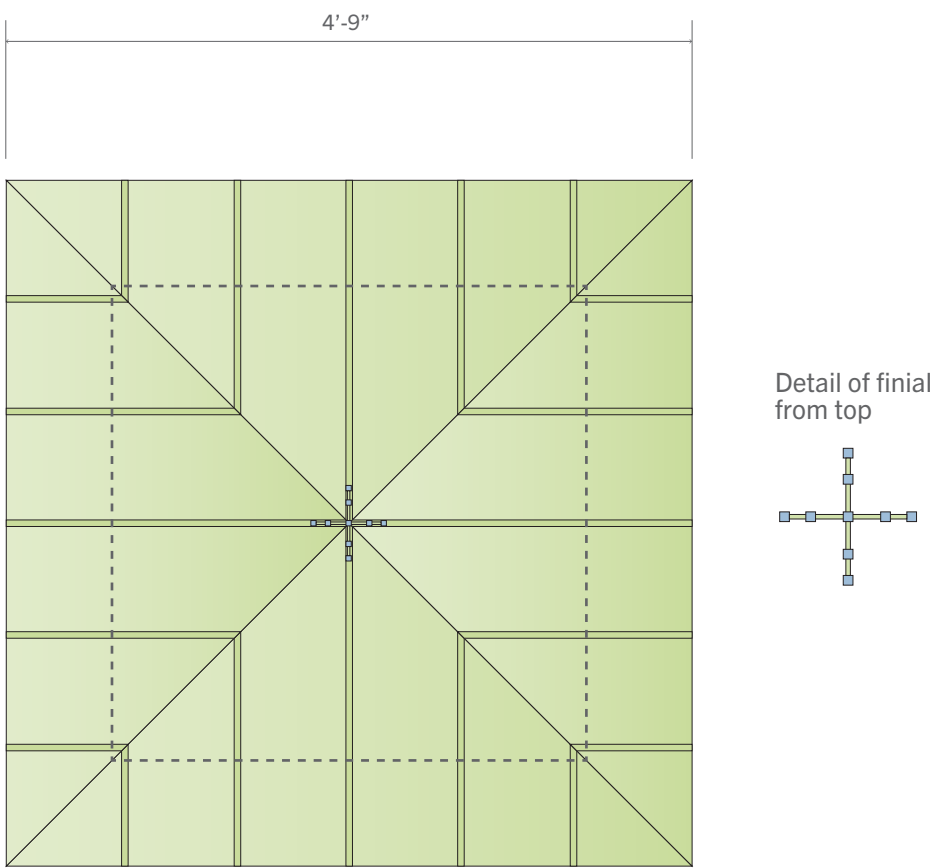
Central Park Kiosk

Single, enclosed, four-sided kiosk located at the North end of Central Park. Kiosk to be constructed of painted metal and sits on a tinted concrete base. Simulated art glass inserts add the unique Prairie flair and color. Optional internal illumination.

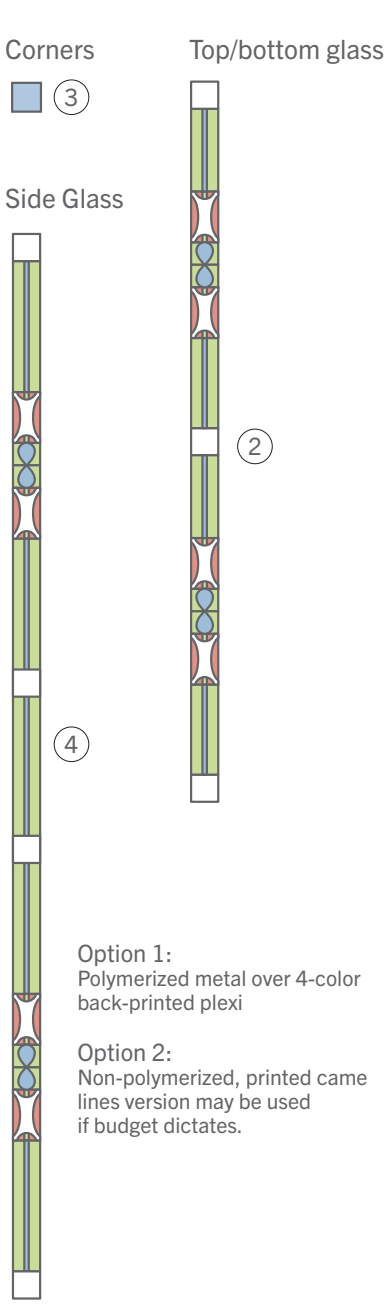
Side (duplicate all 4 sides)



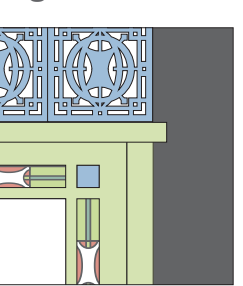
Top



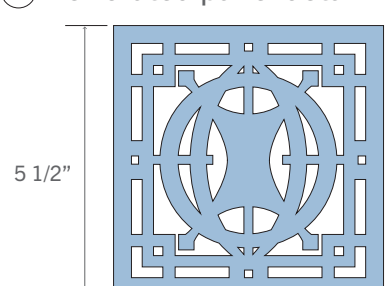
Simulated art glass detail



Night illumination



(1) Perforated panel detail



Central Park Kiosk, Cont'd

Single, enclosed, four-sided kiosk located at the North end of Central Park.

Elevation - looking south

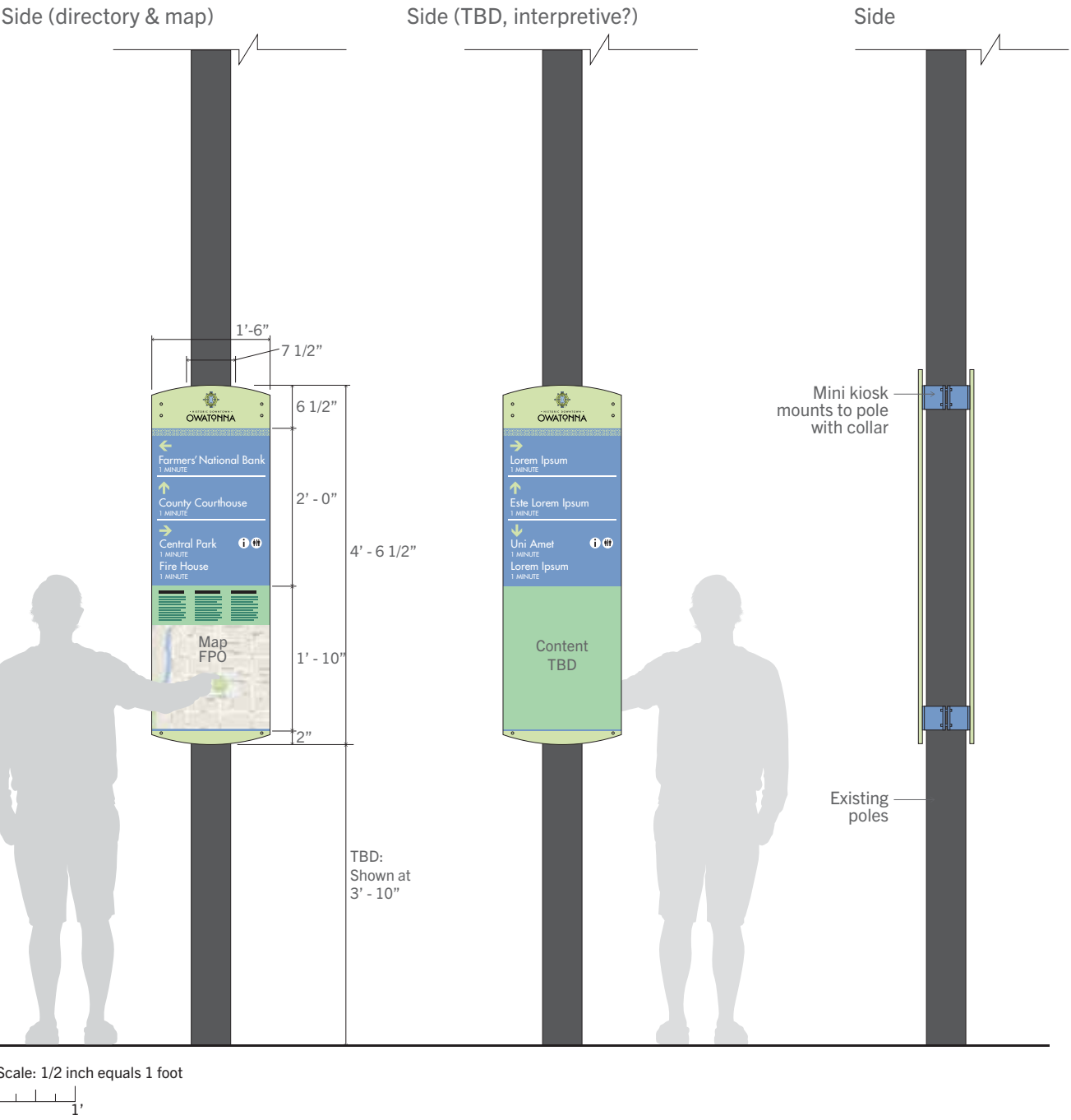


Scale: 1/2 inch equals 1 foot (.042=1")
1'

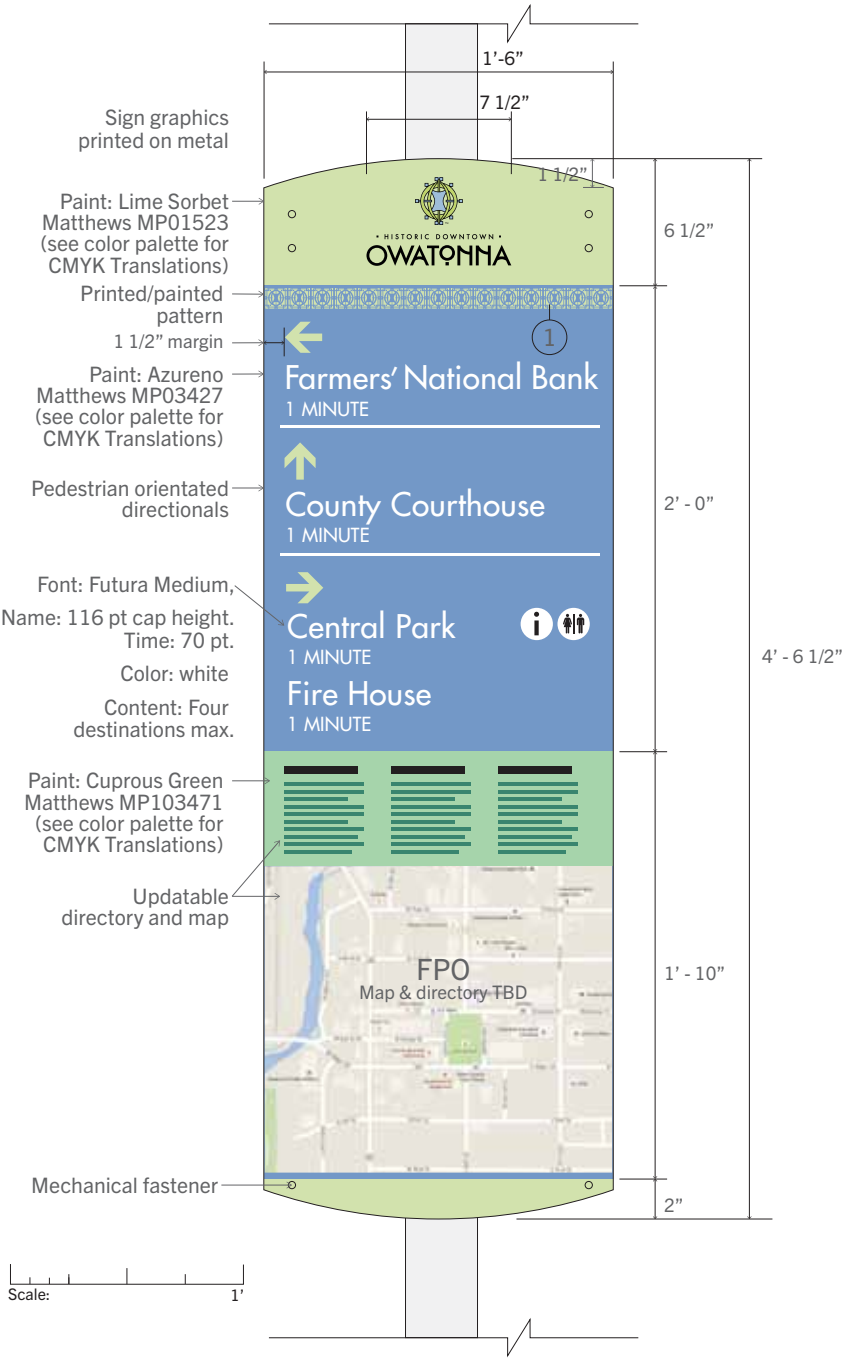
Pedestrian Directionals - Mini Kiosk

Mini-kiosk combines pedestrian directionals with maps, directories and other information. Graphics printed on cut-out metal shape.

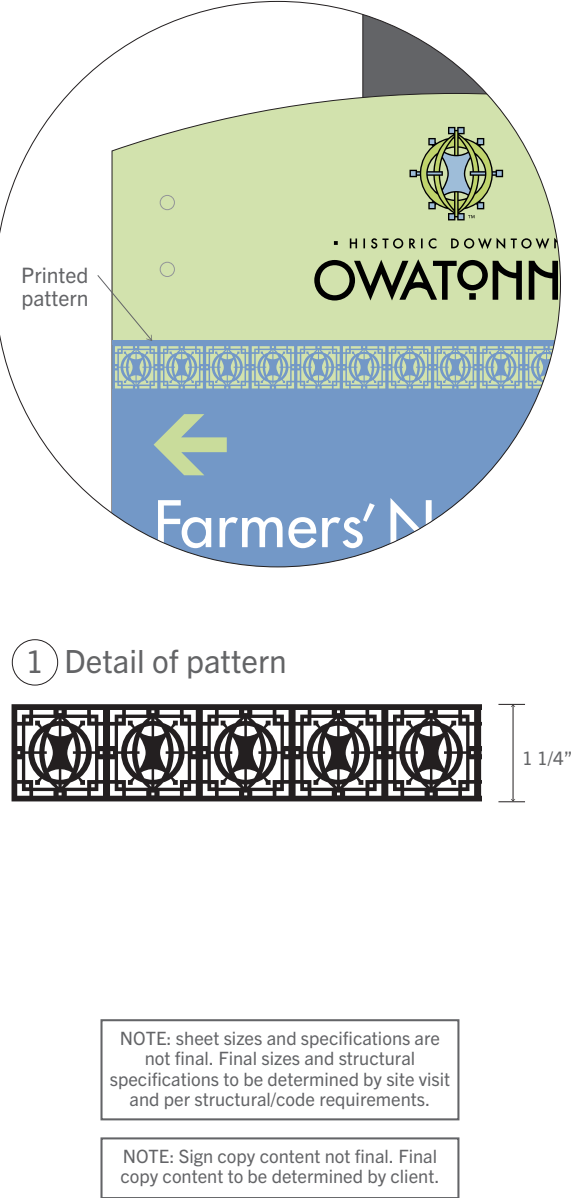
Elevation



Detail, Side 1



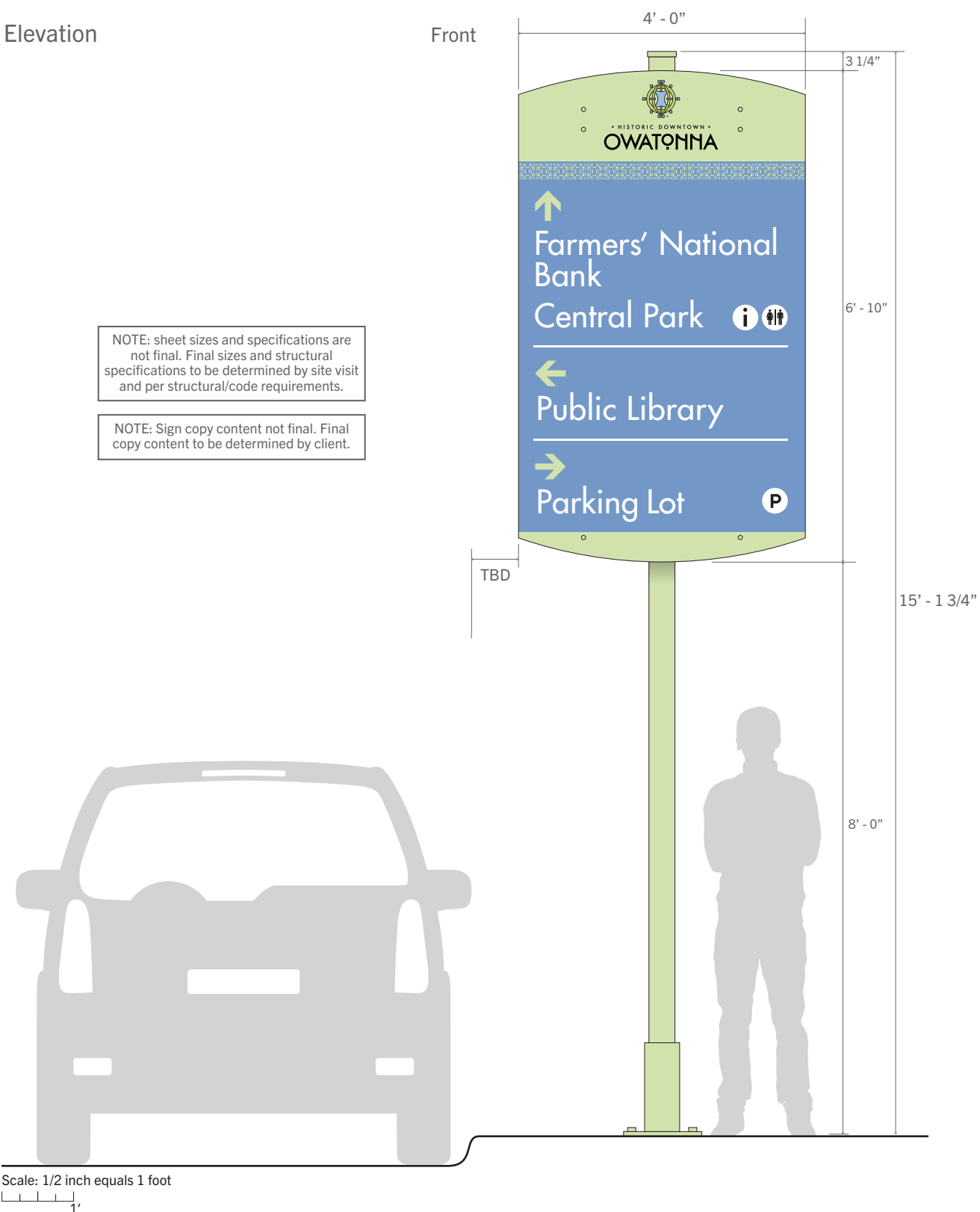
Detail



Vehicular Directionals - 30 MPH & Under

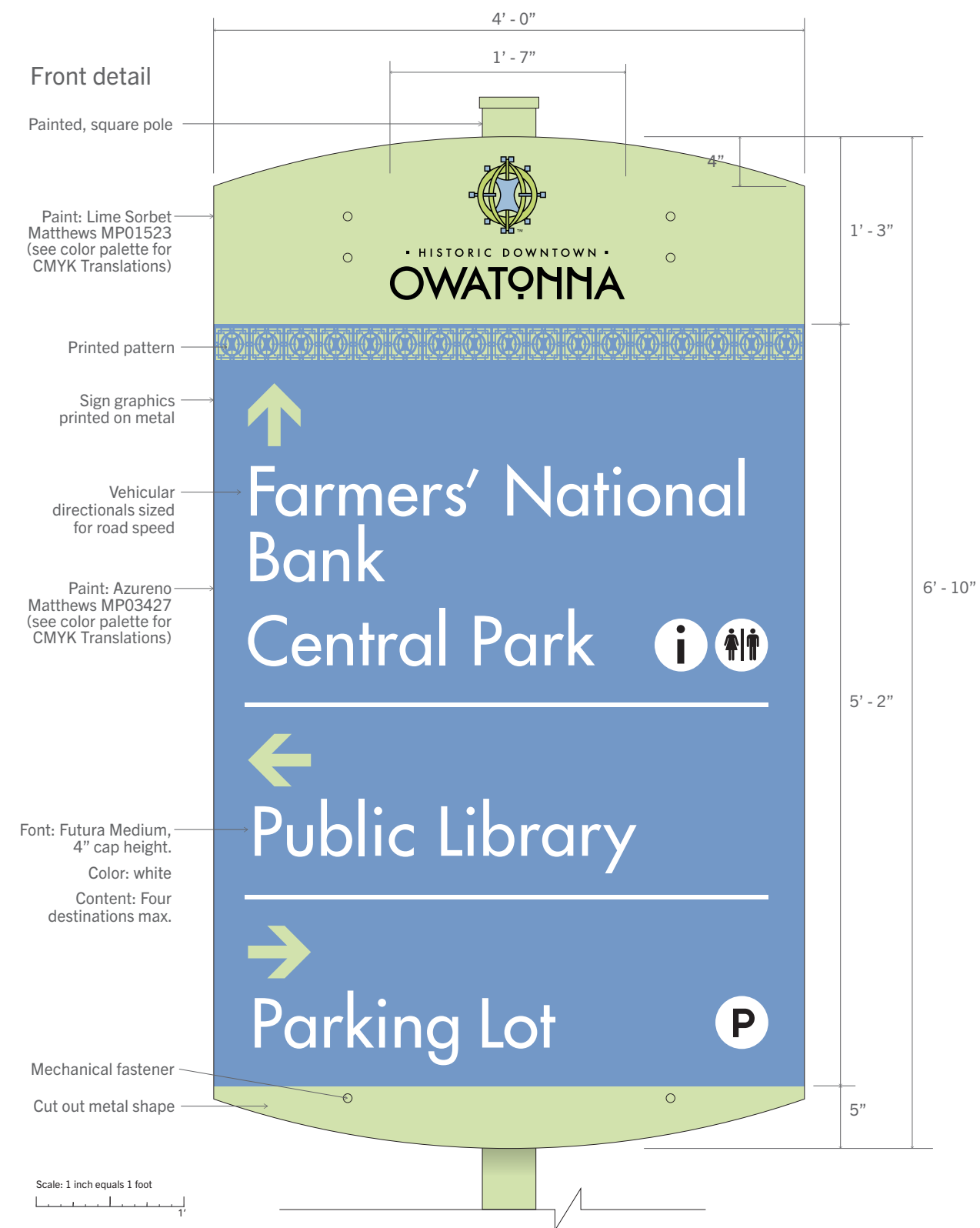
Large printed panels direct auto traffic. To meet standards for roadway signs.
Graphics printed on cut-out metal shape.

Elevation



NOTE: sheet sizes and specifications are not final. Final sizes and structural specifications to be determined by site visit and per structural/code requirements.

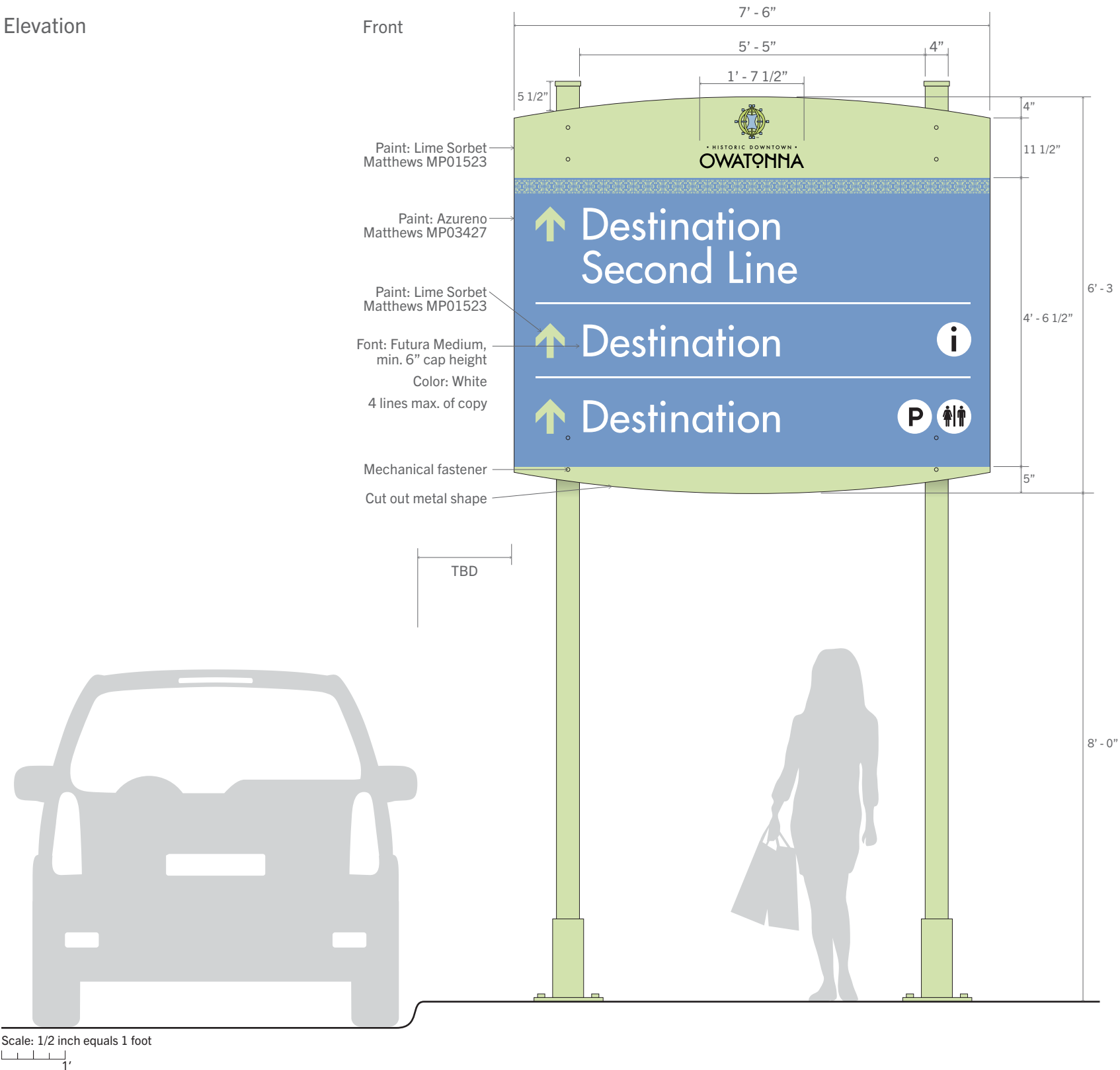
NOTE: Sign copy content not final. Final copy content to be determined by client.



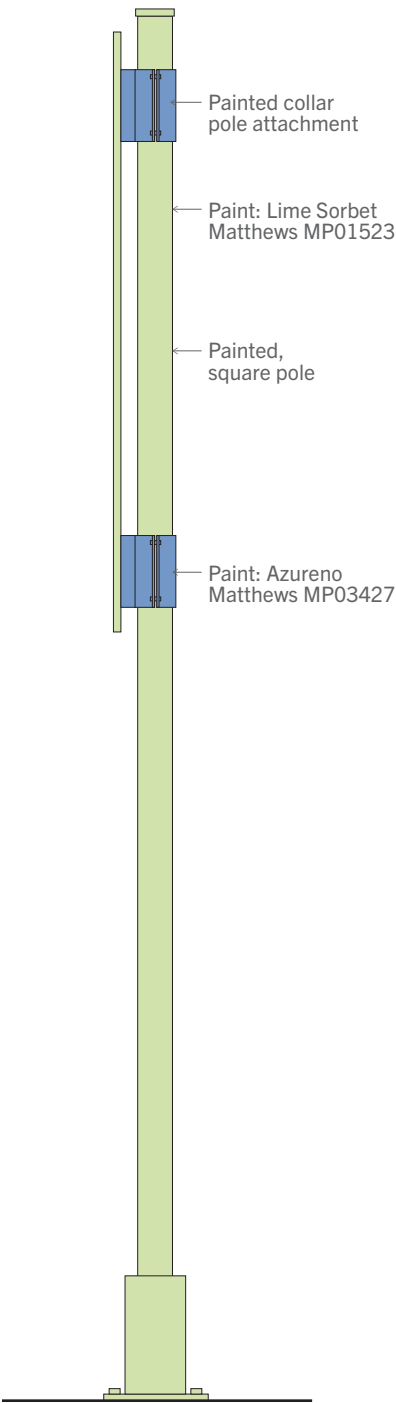
Vehicular Directionals - Over 30 MPH

Large printed panels direct auto traffic. To meet standards for roadway signs.
Graphics printed on cut-out metal shape.

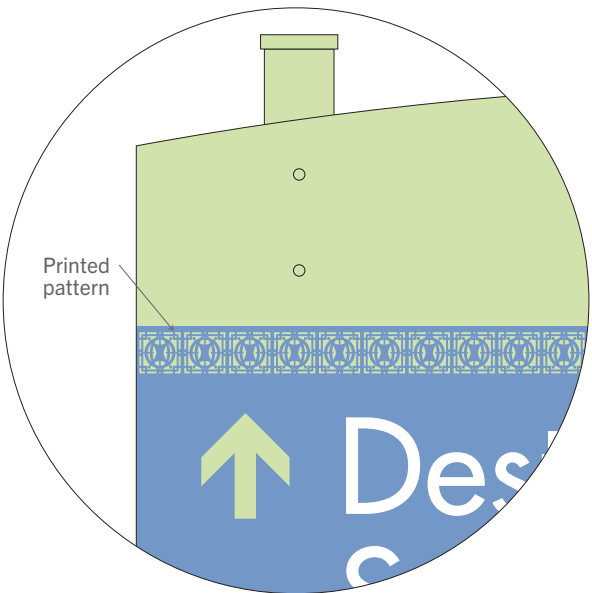
Elevation



Side



Detail



NOTE: sheet sizes and specifications are not final. Final sizes and structural specifications to be determined by site visit and per structural/code requirements.

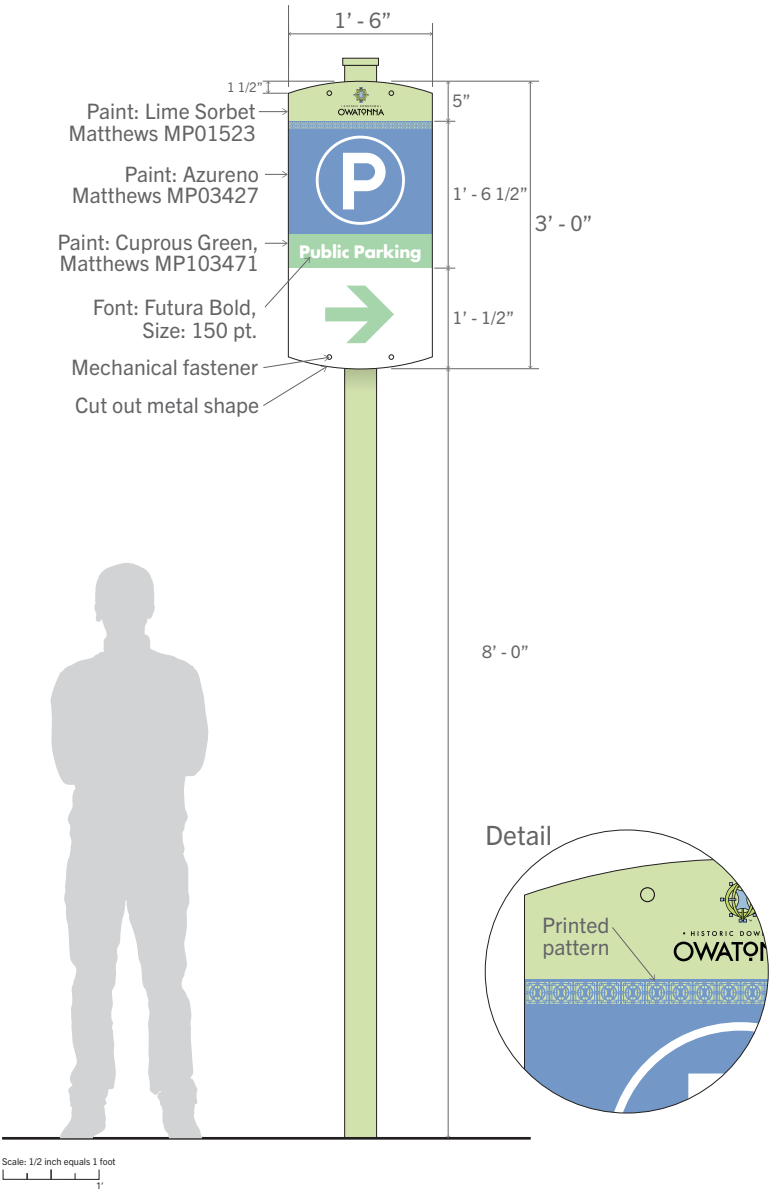
NOTE: Sign copy content not final. Final copy content to be determined by client.

Vehicular Directionals - Parking

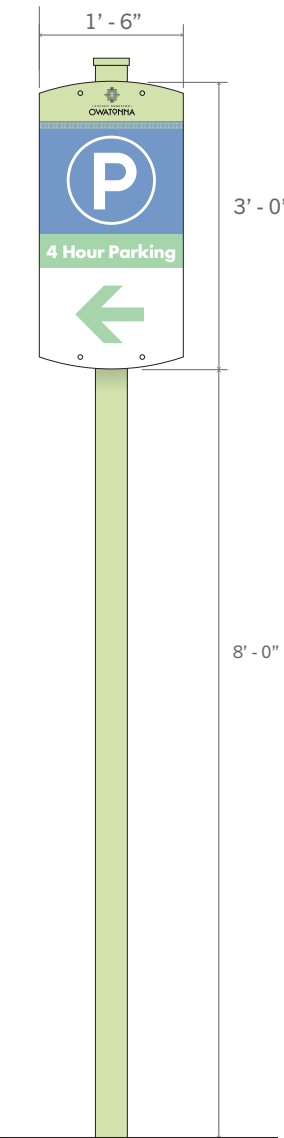


Printed panels direct auto traffic to destination parking. Graphics printed on cut-out metal shape.

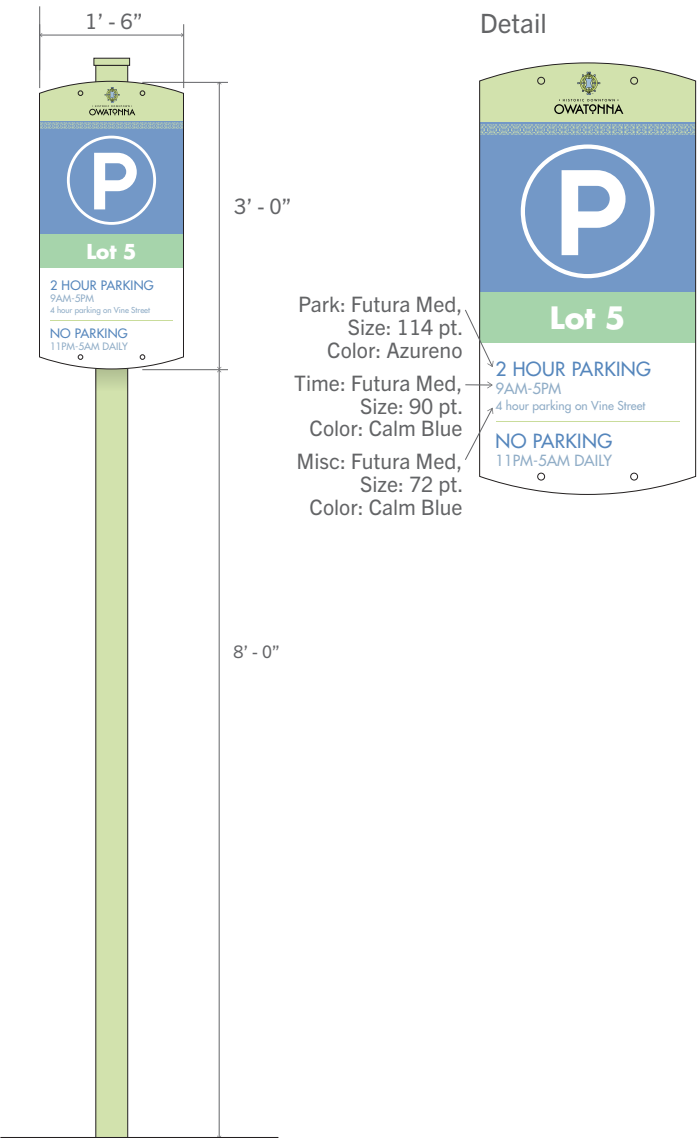
Trailblazer



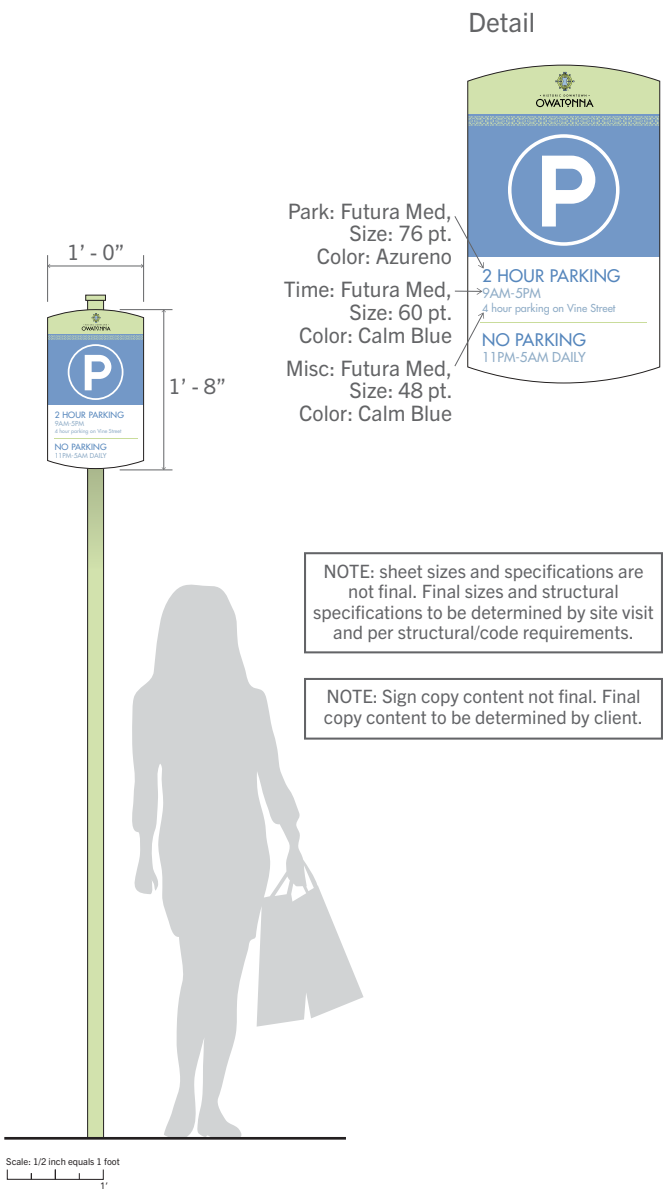
Lot Directional



Lot Arrival Identification



Street Parking Arrival Identification



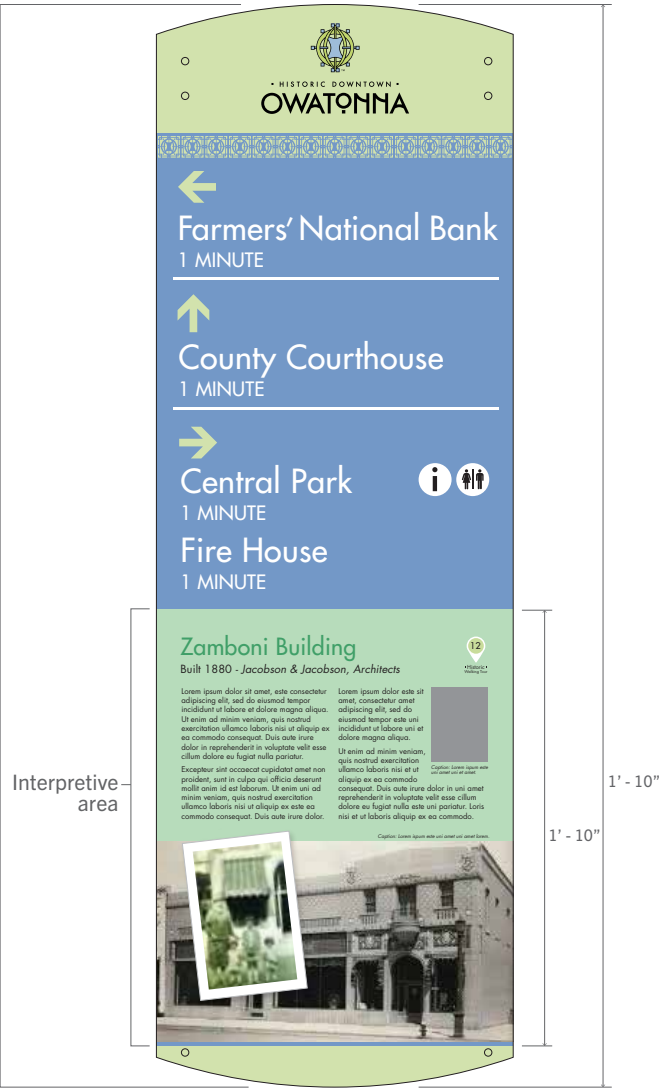
Interpretive - Mini Kiosk

Interpretive signing tells a story about the meaning of a site, person or other subject. Side 1 would have directions, a map and directory. Side 2 would have directions and interpretive section as shown.

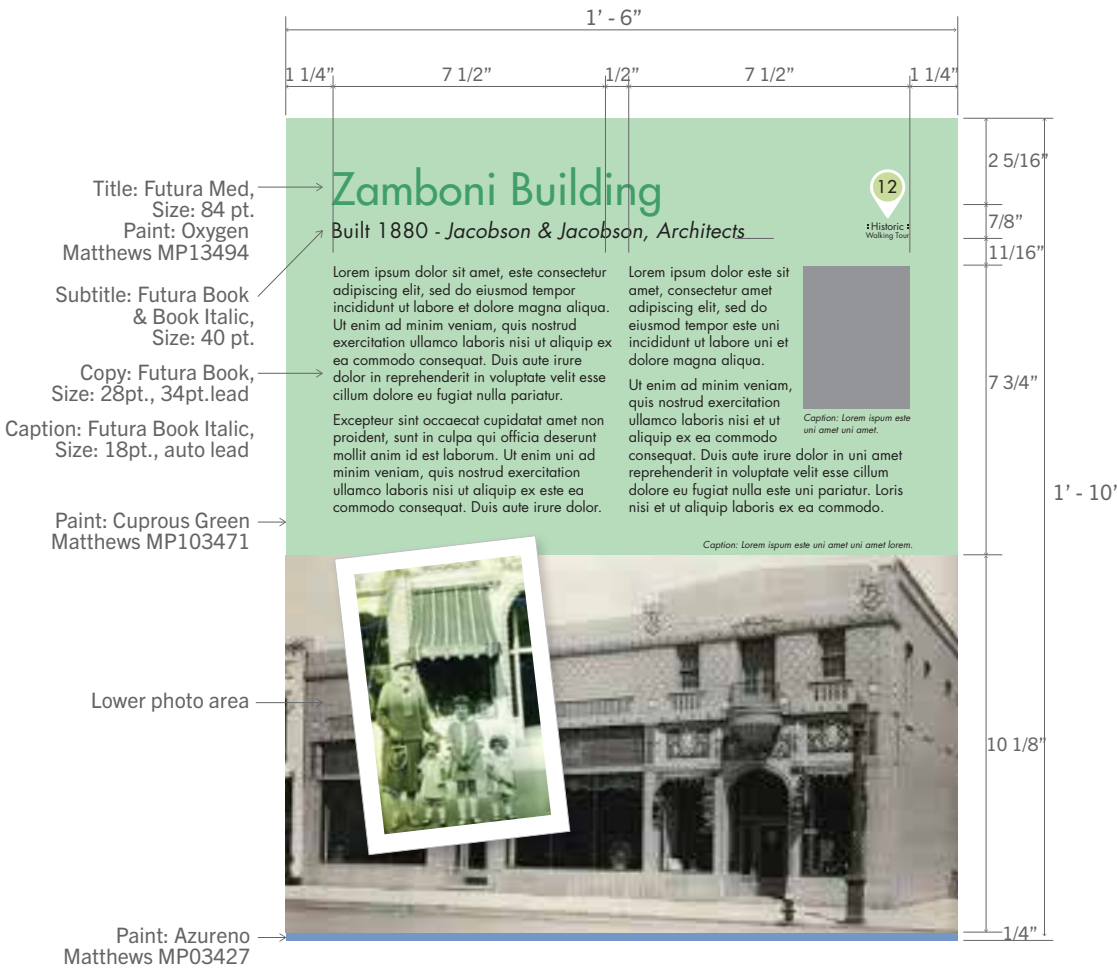
Mini Kiosk - Interpretive Panel



Detail - Mini Kiosk (not actual content)



Detail - Interpretive Area (not actual content)



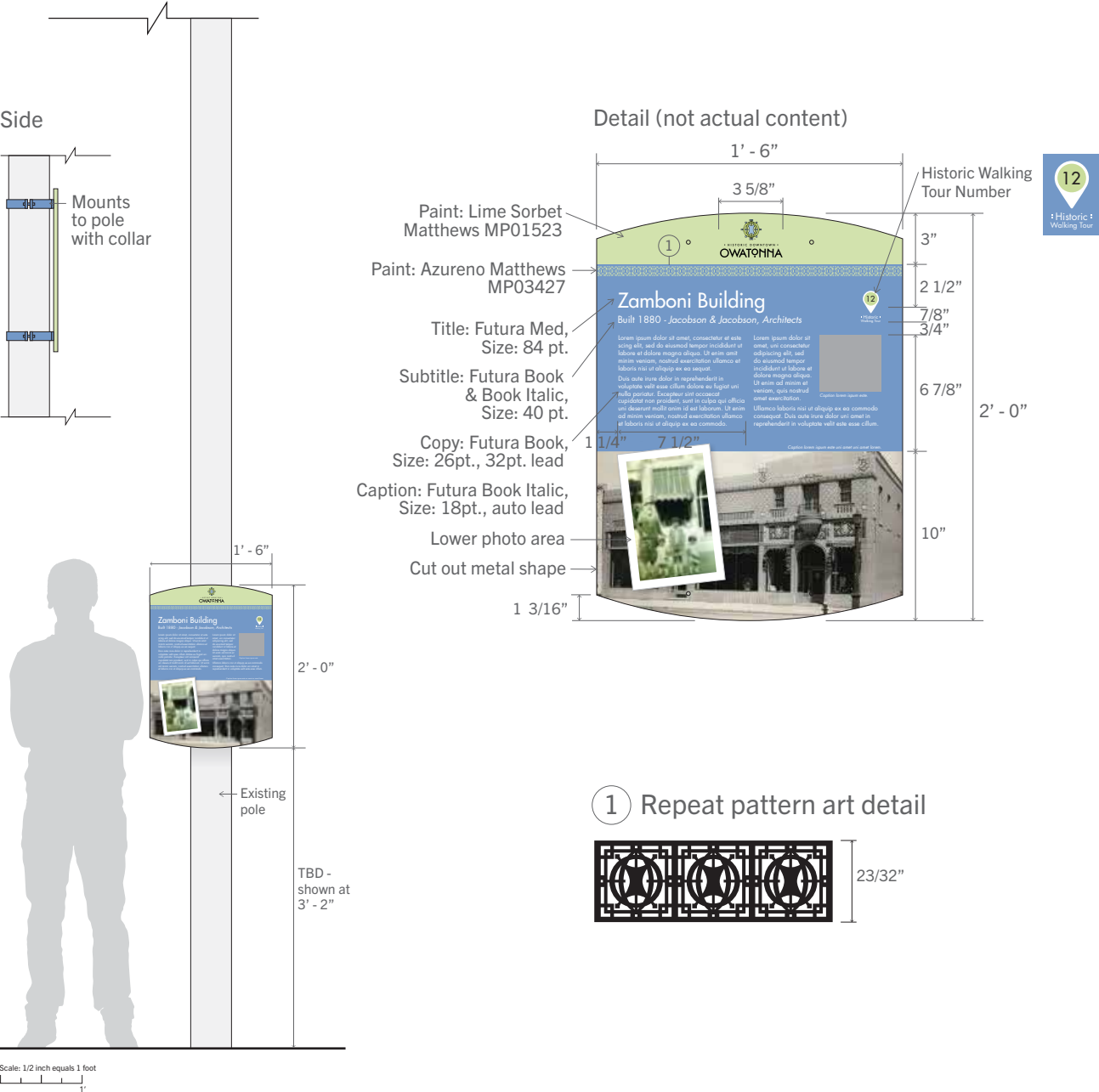
NOTE: sheet sizes and specifications are not final. Final sizes and structural specifications to be determined by site visit and per structural/code requirements.

NOTE: Sheet sign content not final. Final content to be determined by client.

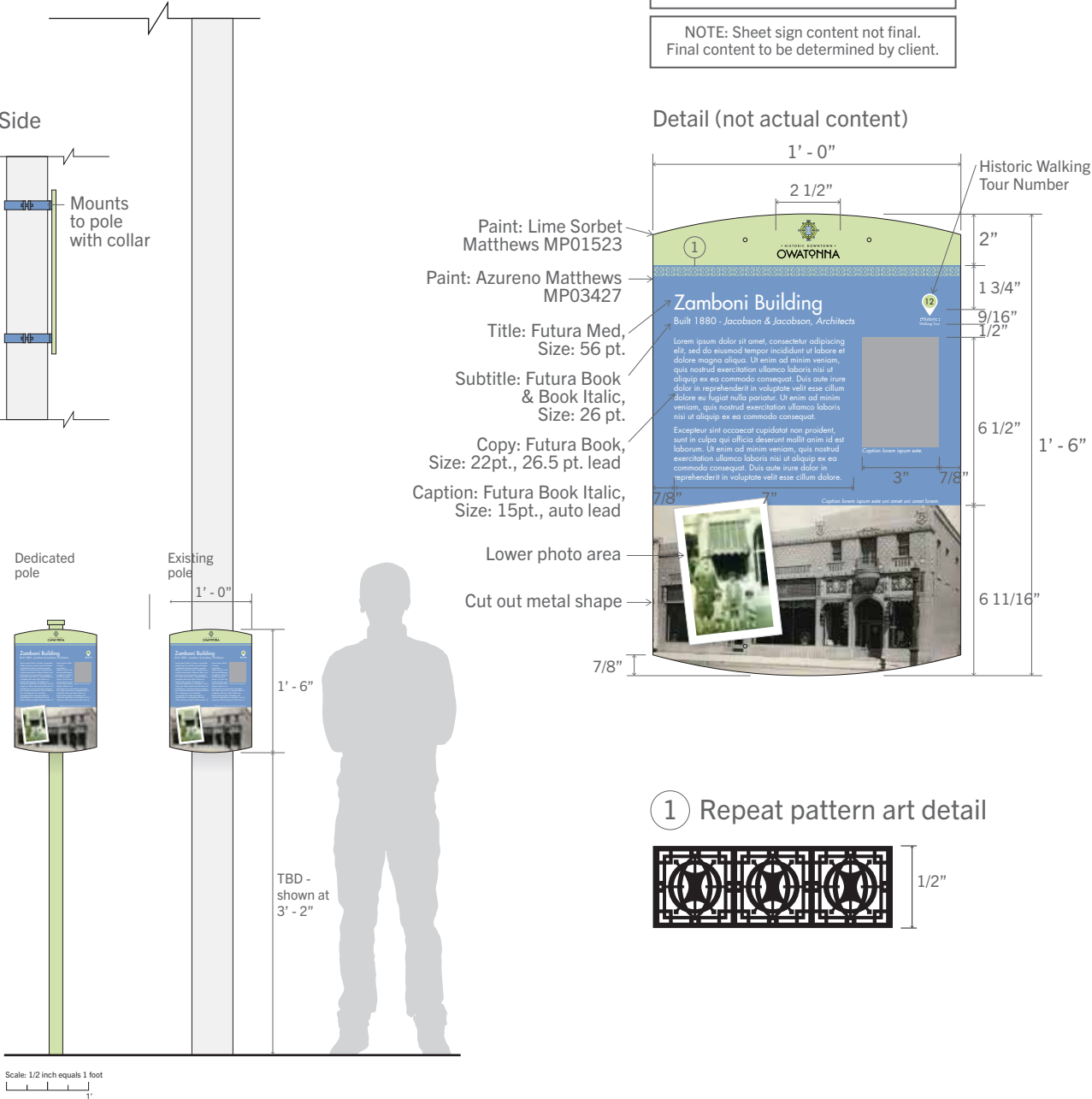
Interpretive - Panel - Pole Mounted

Used at interpretive sites when there is no need for a mini-kiosk or directive info.
Graphics printed on metal shape. Sign mounted to freestanding pole.

Large - 18"W x 24"H



Small - 12"W x 18"H



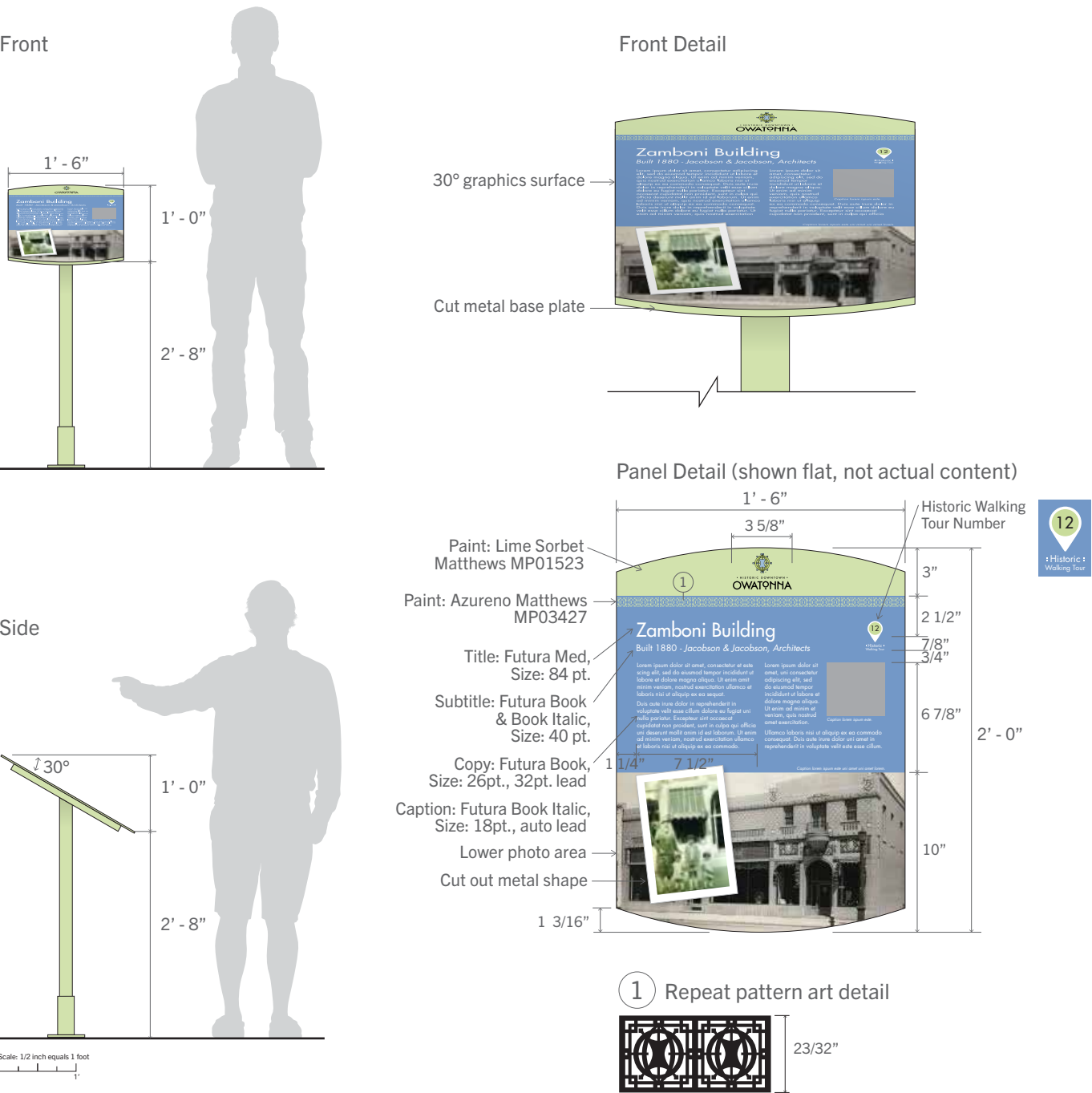
Interpretive - Console - Single Pole

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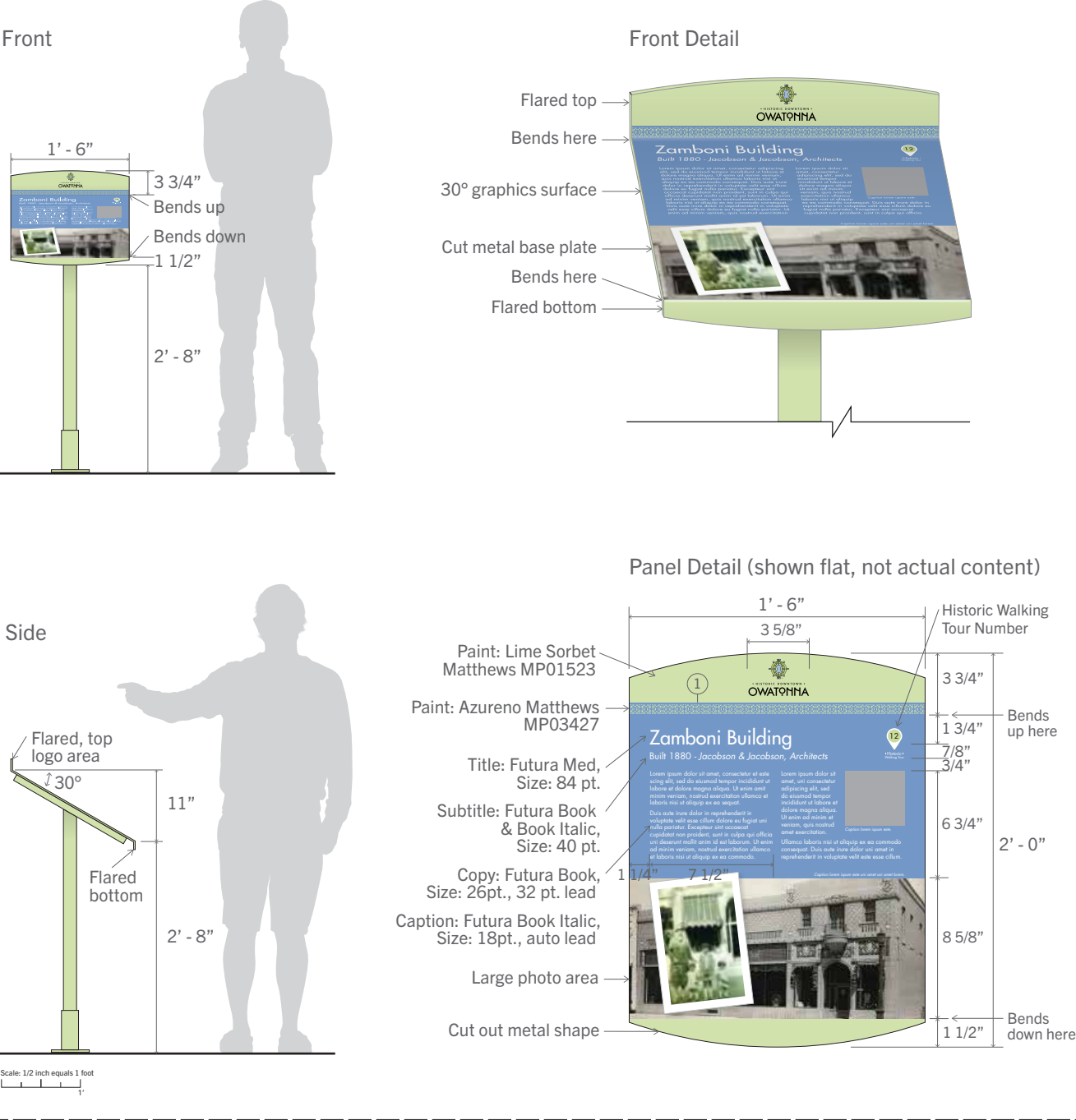


Interpretive signing tells a story about the meaning of a site, person or other subject. Graphics printed on metal shape. Console-style mount.

Interpretive Panel 1'-6"W x 2'H



Alternate Panel Design - Flared Top and Bottom



Interpretive - Console - Double Pole

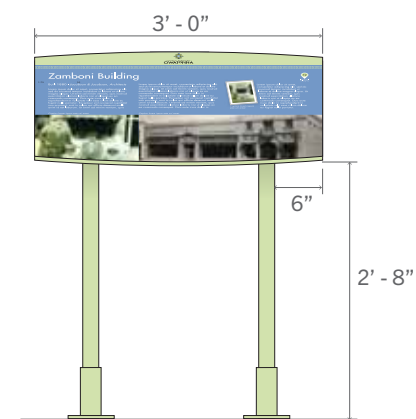
Main Street Owatonna / Wayfinding Design Development / Rnd 2 / 05-23-2016



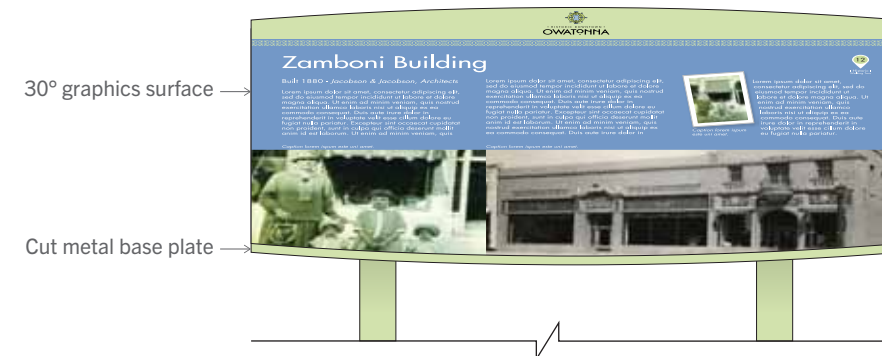
Interpretive signing tells a story about the meaning of a site, person or other subject. Graphics printed on metal shape. Two pole, console-style mount.

Interpretive Panel 3'W x 2'H

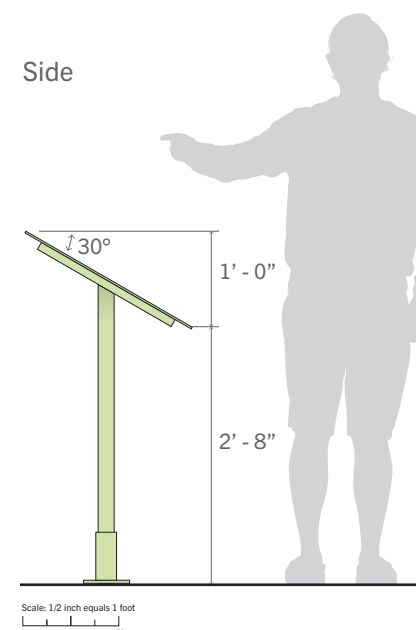
Front



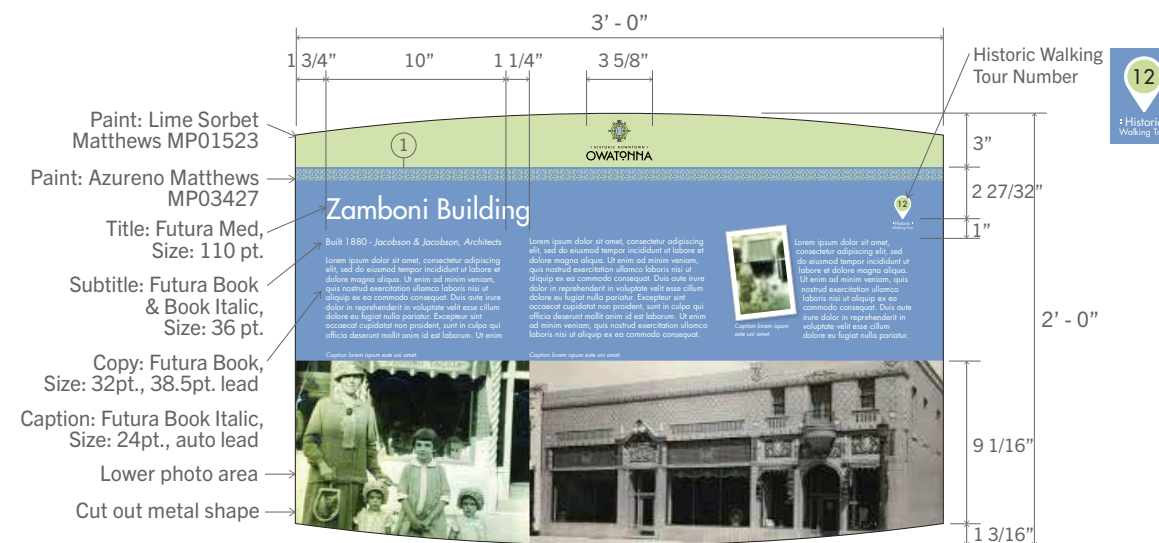
Front Detail



Side



Panel Detail (shown flat, not actual content)



Panel Layout Is Flexible (shown flat, not actual content)



① Repeat pattern art detail



NOTE: sheet sizes and specifications are not final. Final sizes and structural specifications to be determined by site visit and per structural/code requirements.

NOTE: Sheet sign content not final.
Final content to be determined by client.

Brand Guidelines

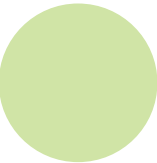


The following guidelines were taken from the “Historic Downtown Owatonna Brand Guidelines”. See that full document for the complete brand guidelines.

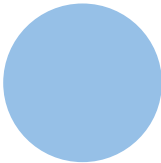
Color Palette

PALETTE - Primary

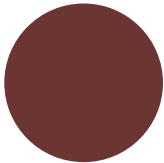
The primary color palette gives the brand vibrancy and visual resonance. Match the color formulas below to your application. Use RGB formulas for digital/screen applications, CMYK for 4-color process printing, Pantone Matching System (PMS) color formulas should be used for spot color printing and MPC (Matthews Paint) for sign applications.



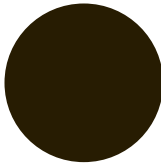
Lime Sorbet
PMS 365
CMYK C:25 M:0 Y:50 K:0
RGB R:192 G:212 B:108
MPC/Paint MP01523



Calm Blue
PMS 278
CMYK C:45 M:14 Y:0 K:0
RGB R:158 G:189 B:217
MPC/Paint MP00894



Red Bone
PMS 491C / 7623U (uncoated)
CMYK C:14 M:85 Y:65 K:52
RGB R:127 G:48 B:53
MPC/Paint MP13362



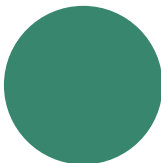
Black
PMS Black
CMYK C:100 M:100 Y:100 K:100
RGB R:0 G:0 B:0

PALETTE - Secondary

The secondary palette complements the primary palette.



Cuprous Green
PMS 345
CMYK C:43 M:0 Y:41 K:0
RGB R:159 G:214 B:188
MPC/Paint MP13471



Oxygen
PMS 7730
CMYK C:68 M:0 Y:71 K:18
RGB R:75 G:149 B:96
MPC/Paint MP13494



Azureno
PMS 2718
CMYK C:64 M:34 Y:0 K:10
RGB R:90 G:135 B:198
MPC/Paint MP03427

Specifically chosen
for usage on sign areas
with reversed type.

Type

Futura - Primary Typeface

Futura is the primary brand typeface. This sans serif typeface was chosen for its clean look and legibility. This typeface may be purchased in various weights for use at www.myfonts.com.

Futura Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick brown fox jumps over the lazy dog.
12345678910!@#\$%&*()

Futura Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick brown fox jumps over the lazy dog.
12345678910!@#\$%&*()

Futura Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick brown fox jumps over the lazy dog.
12345678910!@#\$%&*()

Brand Guidelines, Cont'd

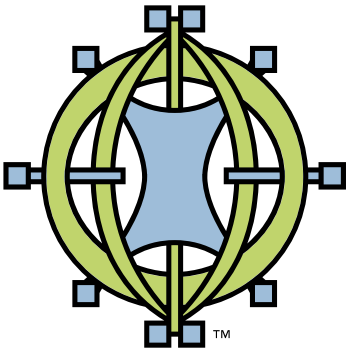
Logos (see brand assets for logo files)



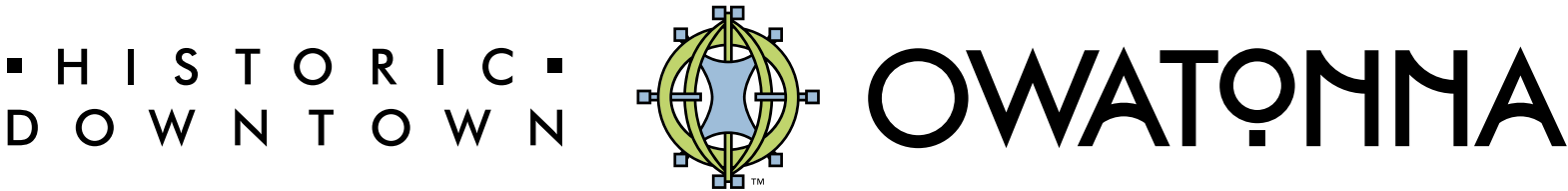
File:
Logo_HDOwatonna_CMYK



File:
Logo_Nested_HDOwatonna_CMYK



File:
Logomark_HDOwatonna_CMYK



File:
Logo_Horiz_HDOwatonna_CMYK

Other Project Notes



Signage Drawings

These drawings are meant to illustrate DESIGN INTENT ONLY and are not for construction purposes. Fabrication/contractor should verify all dimensions, materials and conditions of the job. Contractor should be familiar with the site and conditions it presents. Client should be notified of any variations from the dimensions shown on the drawings.

All copy and content should be proofed by the Client and legal requirements checked by Client’s appropriate legal department.

Sign Placement

Vehicular signs to be located on the traditional right side of the roadway.

The figures/dimensions shown on these pages are intended to act as guidelines for placement and installation of signs and is not to be considered a final location plan. All final installation locations should be professionally surveyed with final approvals by the client.

Signs should be located to take advantage of natural terrain, to minimize impact of scenic environment and to avoid visual conflicts with other signs, trees and lamppost within the town right-of-way. Signs should be located so as to not interfere with, obstruct or divert drivers attention from any other official traffic control device. Other traffic control devices placed at intersection approaches, subsequent to the placement of a wayfinding signs, should have precedence as to location and may require the relocation of the wayfinding sign. In the locations where official traffic control devices are integrated into the wayfinding signage system, official traffic control devices shall take precedence with regard to order, space and location over other information.

Wayfinding signs should be positioned in such a manner that does not restrict driver’s attention or view when making turns or driving through an intersection.